Index to 1974 Articles in BUSINESS FORMS REPORTER

ASSOCIATIONS
IBFI, Confronting Problems, Learns Users Have Woes Too. Jun/14. . . . IBFI Manpower Training Called "Real Winner." Jun/38. . . . IBFI Meeting to Face Today's Complexities. Apr/13. . . . International Seminar Hears European Survey Results. Dec/8. . . . Look for More of the Same, Forms Executives Are Told. Feb/18. . . . NBFA Expects 800 at Convention. Sep/10. . . . NBFA San Diego Convention Sets Mark for Non-Show Year. Dec/12. . . . Portraits in Print: Officers of NBFA. Sep/12. . . . What Constitutes Full Service? By Don E Hunt Sr. Apr/28.

COMPUTER LETTERS
A Computer Letter Glossary. By Thomas W. Richards. Mar/10. . . . Short Schedule, Bigger Markup Typical of Computer Letters. Mar/14. . . . The What and the Who in Computer Letters. Mar/8.

CONVENTION CITIES
Chicago, That Toddlin' Town, Has Something for Everybody. Nov/13. . . . San Diego, Fun Town. Sep/14. . . . Washington, Where Sights Are Free. Apr/22.

CREDIT
Credit Interchange: How It Works. By John M. Chilcott. Sep/18.

DISTRIBUTORS
Dealers' Discount Payments Cover Overhead Costs. Jun/56. . . . Dealer's EDP Experience Wins Medical Clients. Jul/16. . . . Dealer's Rush Printing Saves Many Customers. Jul/20. . . . Form Your Own Dealership. May/14. . . . How a Service Bureau Became a Forms Dealership. Nov/14. . . . How Western Dealers Fare Now. Sep/8. . . . 'Total Service Concept' Key to Dealers' Growth. Dec/53. . . . Tulsa Dealer Grows With Technology. Jun/24.

ECONOMY/CLIMATE
What Manufacturers Are Telling Dealers. Apr/10.

EQUIPMENT, FORMS-USING
Those Mighty Mini's. By Edward Webster. Feb/8.

EQUIPMENT, PRODUCTION
New Forms Press for Short Runs. Feb/25.

FORM-OF-THE-YEAR CONTEST
Contest Winners Tell What It's Like. Feb/20. . . . Form-of-the-Year Contest Winners. Jul/8. . . . Portrait of a Winner. Jul/14.

FORMS DESIGN
Diagram Guides Manufacturer. Jan/40. . . . How to Organize a Forms Library. By Jack Hobbs. Feb/12. . . . Using Spot Carbon to Eliminate Copying. Jan/41.

MANAGEMENT
Climate of Crisis? By Max Clarkson. Jan/12. . . . Profitable Management During Crises. By Robert Houk. Jan/10.

MANUFACTURERS
Belgian Family Forms Sellers to Europe. Apr/24. . . . Brothers Build on Dad's Rock. May/16. . . . Chicagoland Forms Manufacturers Share Spotlight with Print 74. Nov/8. . . . Computer Letter Manufacturer Growing Great—to New Plant. Mar/12. . . . Costs Up, But Unit Sets Roll. Mar/16. . . . Crash Printed Carbonless Competes with Carbon Forms. Jan/44. . . . Fire in March, New Plant in May. June/20. . . . How to Put Smiles on Dealers' Faces. Jul/18. . . . Manufacturers Help Dealers. By W. Mason Beekley, John R. Morrison. Jun/12. . . . Manufacturers Win Big in PIA Contest. Aug/16. . . . Mini-Plant Location Based on Regional Market Concept. Jul/22. . . . New Tapes No Sticky Wicket for Adaptable Producer. Nov/20. . . . Pre-Designed Checks Offered in Franchise. Apr/26. . . . Scanforms in New Plant, Hosts 400 at Open House. Aug/22. . . . Yankee Forms Makers Starting 26th Year. Apr/20. . . . You Can Depend on Us, Manufacturer Tells Dealers. Nov/18.

MARKETING
In Feast or Famine It's Moore of the Same. By William J. Peverill. Jun/22. . . . Marketing Strategy: Prepare for War During Peace. By William J. Peverill. Mar/18. . . . The Shift of Power. By Maxey Mayo. Jan/16.

MERGERS
What You Should Know Before You Merge. By John D. Roethle. Jan/30. . . . What You Should Know Before You Merge—2. By John D. Roethle. Feb/28.

METRICATION
How New Zealanders Use Metrics. By David B. Foster. Jul/44.

NBFA PRESIDENT'S COLUMN
Avoid the Pitfalls of Semi-Sellers' Market. By Arthur P. Meissner. May/20. . . . "Buzz Me, Miss Blue!" By Arthur P. Meissner. Feb/22. . . . Illegal, Unethical? How NBFA Fights It. By Arthur P. Meissner. Aug/20. . . . More of Less or Less of More? By Arthur P. Meissner. Jan/20. . . . San Diego Programs Shaping Up Fast. By Arthur P. Meissner. Jul/32. . . . Tie-In Sales Clearly Illegal. By Arthur P. Meissner. Jun/26. . . . Would You Believe Energy? By Arthur P. Meissner. Apr/30.

PAPER
Climate of Crisis—How They're Coping. Jan/8. . . . Don't Build Inventories, Paper Maker Suggests. Jan/18. . . . Paper Supplies: Report from the Mills. Aug/8.

PAPER, CARBON
Despite Tissue Squeeze, Carbon Maker Is Growing. Feb/14.

PAPER, CARBON/CARBONLESS
Carbon/Carbonless: Update by Convertors. Aug/10. . . . Carbonless Papers: Growth During Scarcity. By William P. Peverill. Aug/12.

PEGBOARD
Ice Rink System Has Wide Application. By Fred Olson. Oct/16. . . . Pegboard Programmer: The Hottest Salesman. By Al Dixon. Oct/14. . . . Sell Pegboard to Tennis Clubs. By R. W. Sheppard. Oct/18.

PLASTIC PAPERS
Plastic Printing Papers: Blue-Sky Alternative? Aug/14.

PRODUCTION
Bubbles Protect Carbonless. Dec/14. . . . Forms Composition:

Continued on page 57

Index to 1974 Articles in BUSINESS FORMS REPORTER

ASSOCIATIONS
IBFI, Confronting Problems, Learns Users Have Woes Too. Jun/14. . . . IBFI Manpower Training Called "Real Winner." Jun/38. . . . IBFI Meeting to Face Today's Complexities. Apr/13. . . . International Seminar Hears European Survey Results. Dec/8. . . . Look for More of the Same, Forms Executives Are Told. Feb/18. . . . NBFA Expects 800 at Convention. Sep/10. . . . NBFA San Diego Convention Sets Mark for Non-Show Year. Dec/12. . . . Portraits in Print: Officers of NBFA. Sep/12. . . . What Constitutes Full Service? By Don E Hunt Sr. Apr/28.

COMPUTER LETTERS
A Computer Letter Glossary. By Thomas W. Richards. Mar/10. . . . Short Schedule, Bigger Markup Typical of Computer Letters. Mar/14. . . . The What and the Who in Computer Letters. Mar/8.

CONVENTION CITIES
Chicago, That Toddlin' Town, Has Something for Everybody. Nov/13. . . . San Diego, Fun Town. Sep/14. . . . Washington, Where Sights Are Free. Apr/22.

CREDIT
Credit Interchange: How It Works. By John M. Chilcott. Sep/18.

DISTRIBUTORS
Dealers' Discount Payments Cover Overhead Costs. Jun/56. . . . Dealer's EDP Experience Wins Medical Clients. Jul/16. . . . Dealer's Rush Printing Saves Many Customers. Jul/20. . . . Form Your Own Dealership. May/14. . . . How a Service Bureau Became a Forms Dealership. Nov/14. . . . How Western Dealers Fare Now. Sep/8. . . . 'Total Service Concept' Key to Dealers' Growth. Dec/53. . . . Tulsa Dealer Grows With Technology. Jun/24.

ECONOMY/CLIMATE
What Manufacturers Are Telling Dealers. Apr/10.

EQUIPMENT, FORMS-USING
Those Mighty Mini's. By Edward Webster. Feb/8.

EQUIPMENT, PRODUCTION
New Forms Press for Short Runs. Feb/25.

FORM-OF-THE-YEAR CONTEST
Contest Winners Tell What It's Like. Feb/20. . . . Form-of-the-Year Contest Winners. Jul/8. . . . Portrait of a Winner. Jul/14.

FORMS DESIGN
Diagram Guides Manufacturer. Jan/40. . . . How to Organize a Forms Library. By Jack Hobbs. Feb/12. . . . Using Spot Carbon to Eliminate Copying. Jan/41.

MANAGEMENT
Climate of Crisis? By Max Clarkson. Jan/12. . . . Profitable Management During Crises. By Robert Houk. Jan/10.

MANUFACTURERS
Belgian Family Forms Sellers to Europe. Apr/24. . . . Brothers Build on Dad's Rock. May/16. . . . Chicagoland Forms Manufacturers Share Spotlight with Print 74. Nov/8. . . . Computer Letter Manufacturer Growing Great—to New Plant. Mar/12. . . . Costs Up, But Unit Sets Roll. Mar/16. . . . Crash Printed Carbonless Competes with Carbon Forms. Jan/44. . . . Fire in March, New Plant in May. June/20. . . . How to Put Smiles on Dealers' Faces. Jul/18. . . . Manufacturers Help Dealers. By W. Mason Beekley, John R. Morrison. Jun/12. . . . Manufacturers Win Big in PIA Contest. Aug/16. . . . Mini-Plant Location Based on Regional Market Concept. Jul/22. . . . New Tapes No Sticky Wicket for Adaptable Producer. Nov/20. . . . Pre-Designed Checks Offered in Franchise. Apr/26. . . . Scanforms in New Plant, Hosts 400 at Open House. Aug/22. . . . Yankee Forms Makers Starting 26th Year. Apr/20. . . . You Can Depend on Us, Manufacturer Tells Dealers. Nov/18.

MARKETING
In Feast or Famine It's Moore of the Same. By William J. Peverill. Jun/22. . . . Marketing Strategy: Prepare for War During Peace. By William J. Peverill. Mar/18. . . . The Shift of Power. By Maxey Mayo. Jan/16.

MERGERS
What You Should Know Before You Merge. By John D. Roethle. Jan/30. . . . What You Should Know Before You Merge—2. By John D. Roethle. Feb/28.

METRICATION
How New Zealanders Use Metrics. By David B. Foster. Jul/44.

NBFA PRESIDENT'S COLUMN
Avoid the Pitfalls of Semi-Sellers' Market. By Arthur P. Meissner. May/20. . . . "Buzz Me, Miss Blue!" By Arthur P. Meissner. Feb/22. . . . Illegal, Unethical? How NBFA Fights It. By Arthur P. Meissner. Aug/20. . . . More of Less or Less of More? By Arthur P. Meissner. Jan/20. . . . San Diego Programs Shaping Up Fast. By Arthur P. Meissner. Jul/32. . . . Tie-In Sales Clearly Illegal. By Arthur P. Meissner. Jun/26. . . . Would You Believe Energy? By Arthur P. Meissner. Apr/30.

PAPER
Climate of Crisis—How They're Coping. Jan/8. . . . Don't Build Inventories, Paper Maker Suggests. Jan/18. . . . Paper Supplies: Report from the Mills. Aug/8.

PAPER, CARBON
Despite Tissue Squeeze, Carbon Maker Is Growing. Feb/14.

PAPER, CARBON/CARBONLESS
Carbon/Carbonless: Update by Convertors. Aug/10. . . . Carbonless Papers: Growth During Scarcity. By William P. Peverill. Aug/12.

PEGBOARD
Ice Rink System Has Wide Application. By Fred Olson. Oct/16. . . . Pegboard Programmer: The Hottest Salesman. By Al Dixon. Oct/14. . . . Sell Pegboard to Tennis Clubs. By R. W. Sheppard. Oct/18.

PLASTIC PAPERS
Plastic Printing Papers: Blue-Sky Alternative? Aug/14.

PRODUCTION
Bubbles Protect Carbonless. Dec/14. . . . Forms Composition:

Continued on page 57

Index to 1974 Articles in BUSINESS FORMS REPORTER

Continued from page 10

The Ultimate Method? By C. S. Williston. Dec/28. . . . Letterflex: How It Works in a Forms Plant. Dec/20. . . . Personalized Forms with Ink Jet Printing. By John C. Goldsworthy. Dec/26. . . . Press for Tomorrow: Blanket to Blanket, Electronic Eye Color and Other Goodies. By Thomas R. Evans Sr. Dec/18. Tinting Saves Paper and Enhances Forms. Dec/24. . . . UV Ink Curing Comes to the Forms Industry. By H. S. Fitch. Dec/22.

SELLING
The Critical Path Method of Selling Business Forms. By Ray Marien. Apr/18.

SHORTAGES
Add Printing Inks to List of Shortages. By H. S. Fitch. Feb/10. . . . Update Report on Materials Shortages. May/8.

SOURCES OF SUPPLY
Medical Forms, Healthy Market. Jun/10. . . . One-Write Systems Are Up to Date. Oct/12. . . . 78 Unit Set Makers List Their Capabilities. May/10.

STATISTICS
Dealer Sales May Hit $1 Billion By 1980, New Survey Indicates. Sep/28. . . . Forms Growth Constant, Government Reports. Sep/26. . . . $1.6 Billion in Forms Shipments Due This Year. Jul/28. . . . Profits Up for Manufacturers Surveyed in IBFI Ratio Study Jul/12.

TRADE CUSTOMS
Business Forms Trade Customs. By John H. Dunham. Sep/21.

TRADE SHOWS
Biggest Computer Show to Draw Forms People. May/12. . . . Forms Men Flip at Afips Show. Jul/10. . . . The Print 74 Anticipator. Oct/8. . . . Print 74 Show Guide. Nov/10. . . . Print 74 vs Print 68: A Comparison. Oct/10.

USER'S VIEWPOINT
How Computer Managers React to Possible Forms Shortages. By Anthony S. Niskanen. Aug/18. . . . How One User Fights Threats and Tie-Ins. By Edwin Alter. Jun/18.

Continued on page 58

WHEN IT COMES RIGHT DOWN TO ADDITIONAL SALES VOLUME WITH NICE PROFITS, DON'T OVERLOOK • • • •

LABELS!

ONE SOURCE!
ANY KIND!

GUMMED - **PRESSURE SENSITIVE** - UNGUMMED

- SHIPPING & ADDRESS LABELS
- EDP LABELS OF ALL KINDS
- PRESSURE SENSITIVE NAME PLATES
- PRESSURE SENSITIVE DECALS & SIGNS
- PRODUCT IDENTIFICATION LABELS
- SERIAL NUMBER & SPECIFICATION PLATES
- INSTRUCTION PLATES & LABELS
- CAPITAL GOODS INVENTORY PLATES
- EMBOSSED SEALS
- ASSOCIATION SEALS
- ANNIVERSARY SEALS
- FOOD PRODUCTS FOIL LABELS

MAIL TODAY

ART DEPATMENT AT YOUR SERVICE

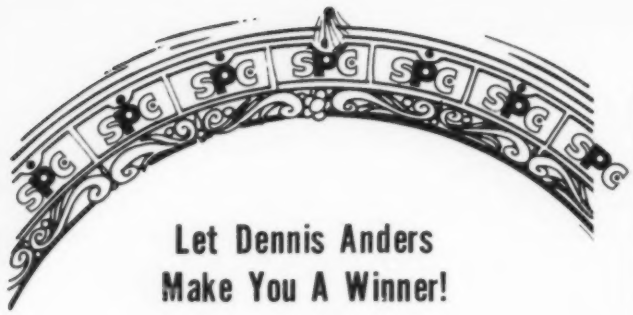
FREE CATALOG, SAMPLES, PRICES, AND SALES ASSISTANCE

— FROM —
NAME
CO. NAME
ADDRESS
CITY STATE
ZIP CODE

TO:
LAMBOOY - UNIQUE
2222 N. 13TH. ST.
TERRE HAUTE, IND. 47804

LAMBOOY — UNIQUE CORP. 2222 N. 13TH ST. TERRE HAUTE, INDIANA 47804 812/232-9561

Check No. 87 on Reader Service Card.



Let Dennis Anders
Make You A Winner!

Your Lucky Number Is . . .

(602) 269-2391

OUR SPECIALTY

3 1/2" AND 7" ONE-PART CHECKS, IN UP TO FOUR COLORS, WITH CONSECUTIVE MICR AND ARABIC NUMBERS.

CONTINUOUS FORMS SIZES:

3 1/3", 3 1/2", 3 2/3"
4", 4 1/4"
5", 5 1/2"
7", 7 1/3"
8 1/2"
10", 11", 14"
17", 20", 22"

WIDTHS TO 18 1/4" (17 1/4" ON 14" SIZES)

ROTARY DIE-CUT CREDIT CARD MAILERS (7", FOLD TO 3 1/2")

PIN-BAR PUNCHED A&M MASTERS

FAST DELIVERY (THREE WEEKS) WITHOUT SACRIFICING QUALITY

FOUR-COLOR AVAILABLE ON 14" AND 22" SIZES

SPC

STANDARD PRINTING COMPANY

P.O. Box 6595 • 3540 West Lincoln • Phoenix, Arizona 85005

Check No. 88 on Reader Service Card.

1974 Article

Continued from page 57

ALTER, EDWIN
How One User Fights Threats and Tie-Ins. Jun/18.

BEEKLEY, MASON W., AND MORRISON, JOHN R.
Manufacturers Help Dealers. Jun/12.

CHILCOTT, JOHN M.
Credit Interchange: How It Works. Sep/18.

CLARKSON, MAX
Climate of Crisis? Jan/12.

DIXON, AL
Pegboard Programmer: The Hottest Salesman. Oct/14.

DUNHAM, JOHN H.
Business Forms Trade Customs. Sep/21.

EVANS, THOMAS R. SR.
Press for Tomorrow: Blanket to Blanket, Electronic Eye Color and Other Goodies. Dec/18.

FITCH, H. S.
Add Printing Inks to List of Shortages. Feb/10. . . . UV Ink Curing Comes to the Forms Industry. Dec/22.

FOSTER, DAVID B.
How New Zealanders Use Metrics. Jul/44.

GOLDSWORTHY, JOHN C.
Personalized Forms with Ink Jet Printing. Dec/26.

HOBBS, JACK
How to Organize a Forms Library. Feb/12.

HOUK, ROBERT
Profitable Management During Crises. Jan/10.

HUNT, DON E. SR.
What Constitutes Full Service? Apr/28.

MARIEN, RAY
The Critical Path Method of Selling Business Forms. Apr/18.

MAYO, MAXEY
The Shift of Power. Jan/16.

MEISSNER, ARTHUR P.
Avoid the Pitfalls of Semi-Sellers' Market. May/20. . . . "Buzz Me, Miss Blue!" Feb/22. . . . Illegal, Unethical? How NBFA Fights It. Aug/20. . . . More of Less or Less of More? Jan/20. . . . San Diego Program Shaping Up Fast. Jul/32. . . . Tie-In Sales Clearly Illegal. Jun/26. . . . Would You Believe Energy? Apr/30.

NISKANEN, ANTHONY S.
How Computer Managers React to Possible Forms Shortages. Aug/18.

OLSEN, FRED
Ice Rink System Has Wide Application. Oct/16.

PEVERILL, WILLIAM J.
Carbonless Papers: Growth During Scarcity. Aug/12. . . . In

Index by Author

Feast or Famine, It's Moore of the Same. Jun/22. . . . Marketing Strategy: Prepare for War During Peace. Mar/18.

REISINGER, JOE
Why I Went Back to Cincinnati. Oct/20.

RICHARDS, THOMAS W.
A Computer Letter Glossary. Mar/10.

ROETHLE, JOHN D.
What You Should Know Before You Merge. Jan/30. . . . What You Should Know Before You Merge—2. Feb/28.

SHEPPARD, R. W.
Sell Pegboard to Tennis Clubs. Oct/18.

WEBSTER, EDWARD
Those Mighty Mini's. Feb/8.

WILLISTON, C. S.
Forms Composition: The Ultimate Method? Dec/28. □

LeGrande's
BUSINESS FORMS, INC.

L G

For the finest in Service, Quality, Dependability and Price-MEET.....

"THE CHALLENGER"

LeGrande's IS ON THE FIELD IN FULL BATTLE DRESS CHALLENGING ALL COMERS FOR YOUR BUSINESS.

QUALITY YOU CAN RELY ON... FROM MODERN HIGH SPEED EQUIPMENT AND CRAFTSMEN WHO REALLY CARE.

SERVICE THAT EXCELLS..... 10-15 WORKING DAYS ON STANDARD PAPERS AND CARBONS. (WITH CAMERA READY OR NEGATIVE FURNISHED ORDERS.)

DEPENDABILITY: BECAUSE WE CARE ABOUT YOU WE GIVE SPECIAL ATTENTION TO EACH ORDER FROM THE MOMENT IT REACHES THE OFFICE UNTIL IT LEAVES THE SHIPPING DEPARTMENT.

TO RECEIVE SPECIAL ATTENTION ON YOUR BUSINESS FORMS NEEDS, SIMPLY PHONE OR WRITE:

LeGrande's
BUSINESS FORMS, INC.
P.O. BOX 107 • MANCHESTER, GEORGIA 31816 • 404-846-2370
Manufacturers of carbon interleaved and NCR business forms

Check No. 89 on Reader Service Card.

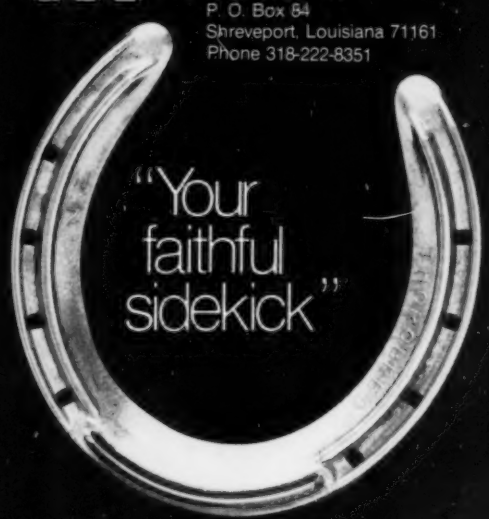
"Did your medium run order get kicked off the press for someone else's longer run?"

Some people get greedy, and forget who their friends are.

Not Southwest. We're a friendly business forms printer who specializes in short to medium run quantities. So you'll never get shoved aside for a big order that might look more promising on the surface.

After all, we're your faithful sidekick. And we wouldn't let someone else come between us podnuhs in printing!

Southwest Business Forms
P. O. Box 84
Shreveport, Louisiana 71161
Phone 318-222-8351



Check No. 90 on Reader Service Card.